

## Exhibit I – Description of Service



By making its application-based software available free to its users on their desktop computers and mobile Apple or Android devices, Zentility facilitates and automates the purchase and management of electricity by users from over two dozen state-licensed electricity suppliers that are members of the Zentility Marketplace, an energy platform that allows suppliers to bid competitively for users' electricity load.

The software provides both users and suppliers with their own energy management "dashboard." The user's dashboard displays an array of constantly-updated usage, price, and cost data for the user's single building/account (or tens of thousands of them). Suppliers' dashboards graphically display convenient tools to facilitate electronic bidding on a user's load.

Zentility is paid a small fee per kilowatt hour by the winning supplier only if the user and supplier contract through Zentility's Marketplace. Very uncommon in the industry, the fee (usually 1 mil or less, i.e.,  $\leq \$0.001/\text{kWh}$ ) is not only disclosed in negotiations upfront but is typically 60-90% lower than the per kilowatt hour commissions charged by energy brokers. That fee is then included in all supplier price and term bids.

A user simply provides Zentility with ongoing access to its usage and bill data, which is shared with the state-licensed suppliers on the Marketplace platform for bidding purposes but is otherwise kept confidential.

The software solicits fixed-price bids from suppliers on the platform, reviews offers and terms submitted, and, if a better rate than the user's existing rate is available, makes a report and recommendation to the user (which is under no obligation to accept any supplier's offer or Zentility's recommendation). Rather than a reverse auction process where suppliers see other ongoing bids and bid only as low as they need to, all suppliers bid simultaneously but may submit multiple bids of differing rates and terms.

With the report and recommendation, the software provides the recommended supplier's downloadable contract. The user may request different rates or terms by asking Zentility to seek them or by dealing directly with the supplier. The user may accept Zentility's recommendation on a recommendation-by-recommendation basis or opt for an automatic ("auto pilot") acceptance feature. Upon contract acceptance, the new supplier notifies the user's electric distribution company which in turn notifies the replaced supplier and verifies the switch with the user. After acceptance, the user needs to do nothing more; the rest is fully automated.

Uniquely, the software then constantly monitors the marketplace and re-solicits bids from suppliers if it determines that a more economically advantageous rate and term may be available midway in the existing contract term, even with payment of an early termination fee. If a bid is received that is better than the user's current contract terms, the software makes a recommendation to the user to accept it (but, again, the user is under no obligation to do so).

If the user wishes, its individual circumstances are determined, and the software provides energy efficiency and conservation recommendations. As an additional no-cost service, it checks users' electric bills for accuracy.